

FORD'S STORE FOR EMPLOYEES SELLS ARTICLES AT COST

In order that the most and women working in the plants be aided in reducing the present cost of living, the Ford Motor company has established three stores from which groceries and other necessities are sold at cost. One store is located at the Ford plant, where 1,000 work, and one at the present plant, in which 25,000 are employed.

In the main store in the Ford factory the stock consists of a line of groceries, medical supplies, women's clothing and linens. The stores are operated along the cash-and-carry plan, and the customers bring their own carts to save the expense of wrapping the articles. Expense is kept to a minimum. Customers enter one door, pass along the counter, choose their articles, pay for them, and leave through another door. While the saving varies, it averages easily from 8 to 20 per cent. The stores were created especially to reduce the present cost of necessities to Ford employees, but no customers who are not Ford workers have yet been turned away.

Cardinal quantities of foodstuffs are often secured at great savings, and then special sales are held. The first big sale ever held in the Ford factory resulted in a sale of more than 25,000 pounds of pork in one day. Many workers bought halves and quite a few bought whole pigs, at a saving of about 15 per cent of the market price. Special sales of beef, chickens, bacon, ham, apples and other commodities are held in the summer. Each Thursday during the next ten weeks, cardinals of fresh ocean fish have been received from the Atlantic coast by express and sold at 10 cents a pound. From 4,000 to 5,000 pounds are disposed of at each sale.

The Ford stores are yet in an experimental stage and to just what point they will progress is not known at this time. However, Ford officials say that they were established to reduce the cost of necessities to Ford employees and that it is intended to do as much as possible to accomplish that purpose.

MOST NATIONAL BANK RESOURCES NOW IN THE WEST

Wealth of Nation No Longer Centralized in Wall Street and East, According to Comptroller of Currency.

WASHINGTON, Feb. 22. (Sp.)—The resources of the national banks of the United States, according to the Comptroller of Currency, are now more widely distributed than ever before. In 1929, the national banks in the West held more than 40 per cent of the total resources of all the national banks in the country, compared with 35 per cent in 1928.

A remarkable growth has taken place in the bank resources of the West and Central West, as well as the South, said the Comptroller's statement, which declared that the gradual distribution of the country's wealth and credit is being accomplished to such an extent that whereas, in 1929, the national banks in New England and the Eastern states held approximately 60 per cent of the entire national bank resources of the country, today, even in spite of an increase of more than seven million dollars in their resources, the national banks hold only 44.78 per cent of such resources. In fact the state of California has 45 per cent more national bank resources today than the total resources of all the national banks of New England 20 years ago.

In the 20-year period covered by the comparative statement, national bank resources in the Middle West have increased from about \$1,000,000,000 to approximately \$4,250,000,000 more than that sum. In the South this growth has been from \$243,544,000 to \$2,092,707,000 greater. In the Western states the increase has been over 500 per cent, or from about \$294,000,000 to something like \$1,025,000,000 greater. One of the greatest strides has been on the Pacific coast, where the increase has been 1,240 per cent, or from \$120,000,000 to \$1,520,177,000 greater than it was in 1909.

The 12 states whose national banks have shown the greatest actual increases during this period have been New York, \$4,338,000,000; Pennsylvania, \$1,842,502,000; Illinois, \$1,217,115,000; California, \$1,090,214,000; Texas, \$898,411,000; Ohio, \$742,028,000; Missouri, \$587,418,000; Minnesota, \$568,112,000; Massachusetts, \$515,920,000; New Jersey, \$423,732,000; Virginia, \$408,554,000; and Oklahoma, \$257,725,000.

The states that have shown the largest percentage of gains since 1909 have been Oklahoma, with 4,537; Nevada, 3,275; Arkansas, 1,700; Idaho, 1,691; California, 1,585; South Carolina, 1,447; North Carolina, 1,355; Montana, 1,250; Wyoming, 1,237; South Dakota, 1,234; Virginia, 1,177; Florida, 1,174; Mississippi, 1,132; Georgia, 1,113; Arizona, 1,083; and Texas, 1,013 per cent increase in national bank resources.

INDIANA SALESMAN BACK FROM FACTORY

W. L. Russell, salesman with the Indiana-Memphis truck company, has just returned from Marion, Ind., where he successfully completed an intensive course in salesmanship, mechanics and efficiency in the Indiana truck training school for educators. He says: "With the rural motor express lines operating over all highways, 100 per cent of the farm products could be marketed, rather than the loss of 25 per cent by decay when according to the law of supply and demand, would reduce the cost of living 50 per cent."

It is not uncommon to see a string of motor trucks many miles long in Indiana, Kentucky, Tennessee, Missouri and other cities of this area in the Western states. On Nov. 18, 8,000 loads arrived at the Indianapolis market in motor trucks—many of them Indiana's.

The rural motor express lines give daily service. Green's express bus leaves Marion at 4:30 a. m., arrives at Anderson at 11:30 a. m., covering 22 miles in three hours, making stops along the line, this being superior service.

"Can you think of a better investment in a truck? Look at the manufacturer's rating. How long has he been in business? The old-time reputation is the main thing. He should be in the field at the beginning and should develop the goods. Real value remains long after the price is forgotten. By this I don't mean that a purchaser of a truck should be asked to pay \$500 to \$1,000 more for a truck than for an Indiana."

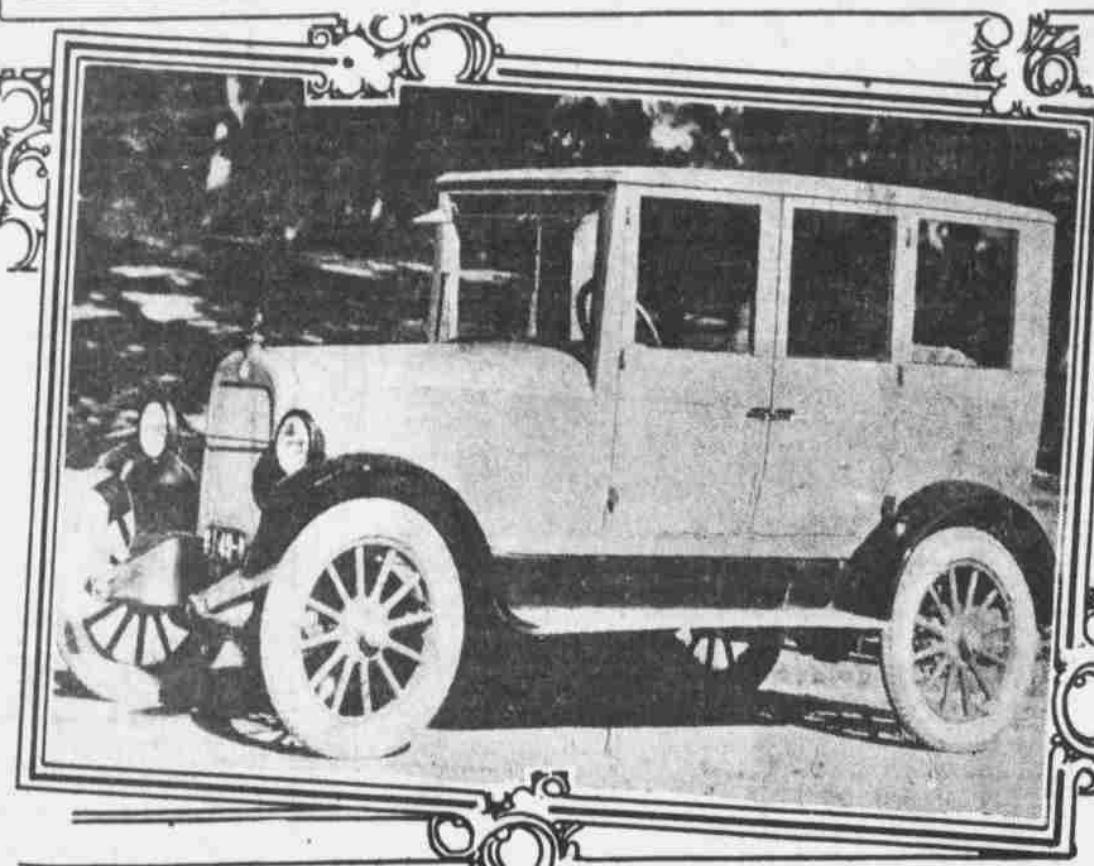
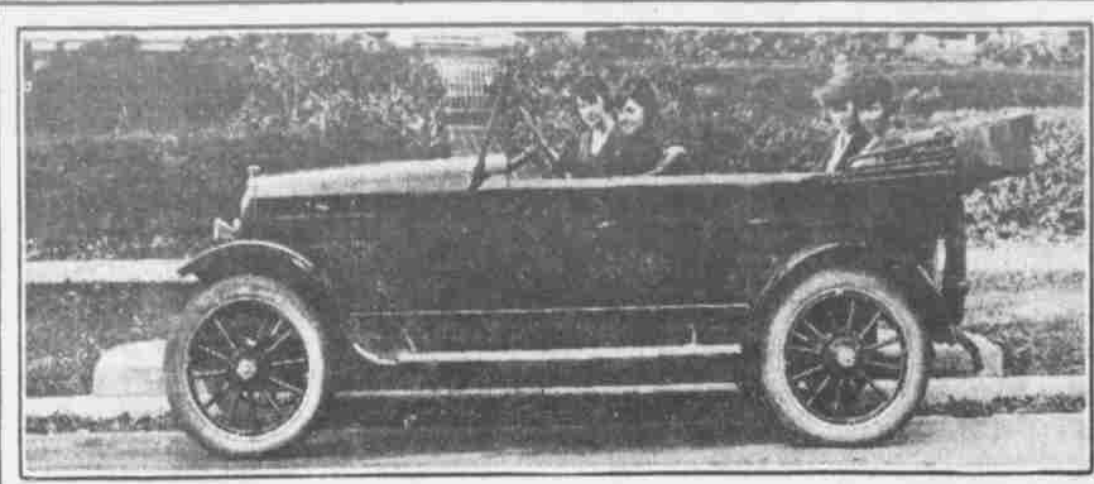
WALSH A SALESMAN.

Back from the army, where he was connected with the motor corps in various capacities, Francis M. Walsh, formerly a driver for Pullman, motor-taker, is now a familiar figure on auto mobile row. Walsh is connected with the sales force of the Franklin-Rouder Motor Car Co., local distributors for Franklin cars.

KILLS SWEETHEART AT BREAKFAST, THEN SELF

FREDONIA, N. Y., Feb. 22.—Joseph Hulse, a returned soldier, shot dead Miss Eleanor Carroll, 19 years old, and committed suicide by shooting himself. Hulse and Miss Carroll had been sweethearts for years. They had a quarrel and efforts of friends had failed to bring about reconciliation. Hulse went to Miss Carroll's house, shot her while she sat at the breakfast table, and immediately afterward turned the weapon upon himself.

NEW BRISCOE MODELS ARRIVE



Here are two new models of the 1929 Buick Motor corporation, distributors. Briscoe will prove popular, and which have just been received by the

Panama Canal Is In Market For Big Order

The general purchasing officer of the Panama canal is seeking bids on what is said to be the heaviest list of purchases called for since 1916, according to R. L. McKellar, foreign freight agent for the Southern railway, who has called the attention of the Memphis Chamber of Commerce to the matter in order that Memphis concerns manufacturing the commodities needed may be advised and given an opportunity to bid on the big order.

Among the commodities wanted are the following:

Electric freight elevator, pig iron, monotype metal, range boilers, machine bolts, rivets, pipe fittings, water closet bowls, water pumps, cocks, basin plugs, valves, carpenter's braces, twist drills, files, hand tools, door locks, stocks and dies, asbestos, lumber, outlet boxes, service boxes, "Greenfield" cable, lighting fixtures, watt hour meters, receptacles, studs, switches, cable terminals, conduit tubes, life preservers, rub-

ber tires, varnish brushes, twine, pipe covering, boiler lagging, leather belting, belt lacing, rubber hose, oakum, manila rope, rubber packing, manifold

books, cabinet perforators, paper fasteners, paper clips, linen tags, adding machine paper, Bristol board, marble paper and carbolic acid.

Dress Up Your Car

This is the time of the year when you should put your car in the shop for retrimming and repainting. Bring it to us. You'll be agreeably surprised at both the quality and the price.

KETTLEWELL BROS.
277 Monroe. Main 1223.

A Dollar Saved Is a Dollar Earned

Why not take advantage of the offering we give you on your auto top work? We are in the top business, and nothing more, and we know how to build them, too. The price we ask for the tops we build will save you much money in comparison to just ordinary tops.

We honestly doubt if there is any other top concern in the entire South that can turn out the class of tops built in our shop. We use nothing but the best of top materials, and our workmanship is perfect in every detail. We have a wonderful assortment of cut glass windows and curtain lights, and your particular preference in style is here awaiting you.

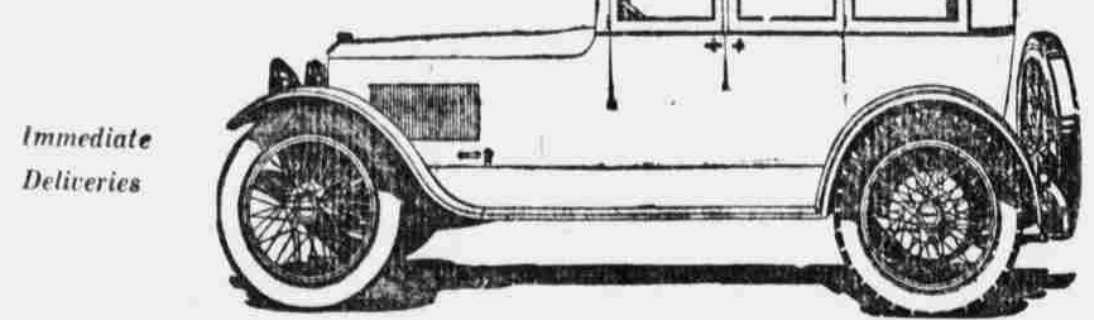
J. G. STONE-CROCE AUTO TOP CO.
409-411 Monroe TOP BUILDERS OF MERIT Phone Main 1896

Admired By Women Everywhere

The Car With 20 Years' Experience Behind It

AUBURN BEAUTY-SIX SEDAN

There's Nothing Prettier



The luxurious appointments, fine lines, velvety upholstery and splendid finish make the Auburn Beauty Six Sedan the ideal car for the women.

McCARDELL MOTORS COMPANY
643 Marshall. DISTRIBUTORS Memphis.

NOW PRETZELS AND CREAM; NOT BEER

ST. LOUIS, Feb. 22.—The old familiar combination of "beer and pretzels," abolished by prohibition, has been succeeded by "ice cream and pretzels." The innovation was started in Philadelphia, said by dealers to be the largest ice cream eating city in proportion to population in the world. At the Mississippi valley and Southwestern regional exhibit of the Association of Ice Cream Supply Men, at the Coliseum, one of the most conspicuous displays is that of a large pretzel bakery.

A visitor at the exposition inquired as to what pretzels had to do with the ice cream industry. He was informed that pretzels and ice cream "had taken the place of beer and pretzels."

FOREGO HANDSHAKES AND MISS THE FLU

CHICAGO, Feb. 22.—Did "Chinamen with their caterpillar handshake escape the 'flu' epidemic last year?" Chicago lovers and husky "gays" who like to pull some warmth into their salutations want to know. Health Commissioner Robertson told Chicagoans to ward off an incipient "flu" epidemic by avoiding handshakes and other contact. "You're apt to palm off 'flu' germs in handshake," he said.

FINDS BOOZE MORE PRECIOUS THAN GEMS

PITTSBURGH, Pa., Feb. 22.—Mrs. J. M. Chubb was stretching curtains when a "contemptible thief" entered the "chilly home and made away with eight quarts of whiskey, four quarts of gin and five quarts of Italian vermouth, all kept in the house for medicinal purposes. Precious stones and jewelry were undisturbed, although in plain view.

WILL TRY BOY 15 YEARS OLD FOR GIRL'S DEATH

MARSHFIELD, Ore., Feb. 22.—Arraignments are being made here by county officials for the third trial of Harold Howell, 15 years old, on the charge of murdering 16-year-old Lillian Leithold.

MATE NEVER TOOK BATH, WIFE SAYS; GETS DIVORCE

COLUMBUS, Feb. 22.—Alleging that her husband never took a bath during the five months he lived with her and that he made a junk shop of the house, including the parlor, Mrs. Emma Harzel received a divorce from Henry Harzel in circuit court here. They were married in March, 1918, and separated in July of the same year.

You'll Be Interested to Know About the New Detroit Battery Station

We are now operating Detroit Battery Station No. 2. Tests and repairs on any make of battery. You'll find us satisfactory.

MEMPHIS SERVICE GARAGE
17 South Cleveland. Phone Hemlock 572.



False Economy

When efficiency is maintained at a high cost it certainly is false economy. With the Chevrolet you get efficiency at the minimum of expense and we can prove it.

Pryor Motor Sales Co.
GEO. W. PRYOR, JR., Gen. Mgr.
301 Madison Ave. Phone M. 950.

VULCANIZE BANG!

You've heard that most unwelcome of all sounds—that bang of the blowout. You also know that flub, flub, flub of the flat tire. Our vulcanizing and road service will save you trouble. Grab a phone. And don't overlook the fact that

MILLER TIRES ARE GEARED TO THE ROAD

S. F. CLARK J. G. BURKLE H. B. ARNOULT
C. W. FELLOWS E. A. ROME F. J. LAWLESS

515 TIRE AND VULC. CO.

F. J. LAWLESS, Mgr.
156 Monroe Ave. Phone Main 515.

Announcing Artcraft Tops

Here, at last, is the improvement that will give your car the touch of individuality and charm so sought after by the discriminating motorist. Nothing in its line compares with the beautifying and comfort-enhancing qualities of the ART-CRAFT TOP.

HERE ARE ITS BIG FEATURES

It is rainproof and dustproof and overcomes obvious disadvantages of both open and closed cars, at the same time retaining the good points of each.

Ask Us To Quote You Prices

American Motors & Supply Co.
29 South Cleveland. Phone Hem. 6778.
SALESMEN: T. L. Austin, Howard L. Walker, V. M. Bates

Hemlock 6400 Tire Co.
(SIX-FOUR-HUNDRED)

Pneumatic Tires and Tubes
Solid and Pneumatic Truck Tires

GOOD YEAR

990-998 UNION AVE., CORNER OF PAULINE ST.

F. M. Gemmill
Ralph Moncrief
R. W. McCaughan

We Hardly Expect to Sell You a Tire Until You Need One

But—You needn't wait till then to get our service. Bring, send, or give us an order for your tubes and spares NOW, then call Hemlock six-four-hundred first time you need air.

Six fast Fords, driven by competent and respectful tire men, are at your service when on the road—within any reasonable distance from Memphis.

This road service is free to you. We do not add it to the price of the tires you will buy of us some day, for we sell Goodyear Tires at Goodyear prices—the same prices that are charged in other cities where road service is not given.

But road service is not all we have to offer. The owners of this business are its managers—each a G. T. M. (Goodyear Tire Man.) Our service begins in our station—the newest and best equipped tire station in the South.

If you will drive in today, tonight, tomorrow—we'll demonstrate the reason why this concern, only a week old, has so many customers already.

We Are Selling GOODYEAR TIRES —At GOODYEAR PRICES
GOODYEAR PRICES ARE HONEST AND FAIR —TO YOU AND TO US.

SERVICE TO SWEAR BY, NOT AT.

F. M. GEMMILL
Formerly Goodyear Branch Manager

RALPH MONCRIEF
Formerly Service Manager for Goodyear

R. W. McCAUGHAN
Formerly Credit Manager for Goodyear